

Rep Order# 8858645 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37147

Printed: 09/21/2012 3:24 PM
Last Received: 09/21/2012 1:38 PM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () HECK, JOE
Product HECK/CONGRESS/REP
Estimate# 2643
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2643
Flight Dates 09/03/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$30,750
PLEASE CONFIRM
THANKS, MIKE!

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-------------|------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | F | 500A-600A | | :30 | \$145.00 | 09/07-09/07 | 1 | 1 | 1 | \$145.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 2 | M,W-F | 500A-600A | | :30 | \$145.00 | 09/10-09/14 | 4 | 1 | 4 | \$580.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 3 | F | 600A-700A | | :30 | \$150.00 | 09/07-09/07 | 1 | 1 | 1 | \$150.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 4 | M,W-F | 600A-700A | | :30 | \$150.00 | 09/10-09/14 | 3 | 1 | 3 | \$450.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 5 | F | 1000A-1100A | | :30 | \$325.00 | 09/07-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: PRICE | | | | | | | | |
| | 6 | M,W-F | 1000A-1100A | | :30 | \$325.00 | 09/10-09/14 | 2 | 1 | 2 | \$650.00 | |
| | | | | Buyline Comment: PRICE | | | | | | | | |

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Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------------------------|-------------|---------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 7 | M,W-F | 300P-400P | | :30 | \$275.00 | 09/10-09/14 | 2 | 1 | 2 | \$550.00 | |
| | | Buyline Comment: ELLEN | | | | | | | | | | |
| | 8 | TU-TH | 400P-500P | | :30 | \$900.00 | 09/04-09/06 | 2 | 1 | 2 | \$1,800.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 9 | F | 400P-500P | | :30 | \$225.00 | 09/07-09/07 | 1 | 1 | 1 | \$225.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 10 | M,W-F | 400P-500P | | :30 | \$225.00 | 09/10-09/14 | 3 | 1 | 3 | \$675.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 11 | M-TH | 500P-630P | | :30 | \$1,250.00 | 09/03-09/06 | 2 | 1 | 2 | \$2,500.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 12 | F | 500P-630P | | :30 | \$275.00 | 09/07-09/07 | 1 | 1 | 1 | \$275.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 13 | M,W-F | 500P-630P | | :30 | \$275.00 | 09/10-09/14 | 5 | 1 | 5 | \$1,375.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 14 | M-TH | 1100P-1135P | | :30 | \$1,700.00 | 09/03-09/06 | 4 | 1 | 4 | \$6,800.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 15 | F | 1100P-1135P | | :30 | \$475.00 | 09/07-09/07 | 1 | 1 | 1 | \$475.00 | |
| | | Buyline Comment: EWS | | | | | | | | | | |
| | 16 | M,W-F | 1100P-1135P | | :30 | \$475.00 | 09/10-09/14 | 4 | 1 | 4 | \$1,900.00 | |
| | | Buyline Comment: EWS | | | | | | | | | | |

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|-----|-----|-------|-------------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 17 | F | 1135P-1237A | | :30 | \$175.00 | 09/07-09/07 | 1 | 1 | 1 | \$175.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 18 | M,W-F | 1135P-1237A | | :30 | \$175.00 | 09/10-09/14 | 4 | 1 | 4 | \$700.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 19 | SA-SU | 1100P-1135P | | :30 | \$250.00 | 09/08-09/16 | 1 | 2 | 2 | \$500.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 20 | SU | 1000A-430P | | :30 | \$1,800.00 | 09/09-09/09 | 0 | 1 | 0 | \$1,800.00 | |
| | | | | | | | 09/16-09/16 | 1 | 1 | 1 | | |
| | | | | Buyline Comment: NFL | | | | | | | | |
| | 21 | M-TH | 900A-1000A | | :30 | \$650.00 | 09/03-09/06 | 2 | 1 | 2 | \$1,300.00 | |
| | | | | Buyline Comment: REGIS | | | | | | | | |
| | *22 | F | 900A-1000A | | :30 | \$200.00 | 09/07-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: REGIS | | | | | | | | |
| | | | | Sales Remark: V5 . | | | | | | | | |
| | | | | V5 Comment Changed, Spots/week Changed | | | | | | | | |
| | 23 | M,W-F | 900A-1000A | | :30 | \$200.00 | 09/10-09/14 | 3 | 1 | 3 | \$600.00 | |
| | | | | Buyline Comment: REGIS | | | | | | | | |
| | 24 | F | 700P-730P | | :30 | \$275.00 | 09/07-09/07 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: ET | | | | | | | | |
| | 25 | M,W-F | 700P-730P | | :30 | \$275.00 | 09/10-09/14 | 4 | 1 | 4 | \$1,100.00 | |
| | | | | Buyline Comment: ET | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 27 | SU | 630A-800A | | :30 | \$175.00 | 09/09-09/16 | 1 | 2 | 2 | \$350.00 | |
| | | | | Buyline Comment: SUN MORN | | | | | | | | |
| | 28 | SU | 700P-800P | | :30 | \$1,100.00 | 09/09-09/09 09/16-09/16 | 1 0 | 1 1 | 1 0 | \$1,100.00 | |
| | | | | Buyline Comment: 60 MINUTES | | | | | | | | |
| | 29 | F | 1200P-1230P | | :30 | \$200.00 | 09/07-09/07 | 1 | 1 | 1 | \$200.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 30 | M,W-F | 1200P-1230P | | :30 | \$200.00 | 09/10-09/14 | 4 | 1 | 4 | \$800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 31 | F | 500P-630P | | :30 | \$275.00 | 09/07-09/07 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 32 | M,W-F | 500P-630P | | :30 | \$275.00 | 09/10-09/14 | 3 | 1 | 3 | \$825.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 33 | SA | 800P-1000P | | :30 | \$215.00 | 09/08-09/15 | 2 | 2 | 4 | \$860.00 | |
| | | | | Buyline Comment: KLAS MOVIE | | | | | | | | |
| | 34 | SA | 930A-1200P | | :30 | \$200.00 | 09/15-09/15 | 2 | 1 | 2 | \$400.00 | |
| | | | | Buyline Comment: ACC FOOTBALL | | | | | | | | |
| | 35 | M | 400A-459A | | :30 | \$35.00 | 09/10-09/10 | 1 | 1 | 1 | \$35.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 36 | W | 137A-237A | | :30 | \$30.00 | 09/12-09/12 | 1 | 1 | 1 | \$30.00 | |
| | | | | Buyline Comment: ELECTRIC PLAYGROUND/ETR | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *37 | F | 900A-300P | US OPEN | :30 | \$300.00 | 09/07-09/07 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: REGIS | | | | | | | | |
| | | | | Sales Remark: V5 . | | | | | | | | |
| | | | | V5 Added | | | | | | | | |
| | *38 | F | 300P-400P | ELLEN | :30 | \$275.00 | 09/07-09/07 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: REGIS | | | | | | | | |
| | | | | Sales Remark: V5 . | | | | | | | | |
| | | | | V5 Added | | | | | | | | |

—REPORT TOTALS—

Report Totals: 77 / \$30,750.00

—SALES MONTHLY TOTALS—

Sep 12: 77 / \$30,750.00

Sales Totals: 77 / \$30,750.00

Station Totals: 77 / \$30,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$102,500 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books FEB11
Demos RA35+